



# APP DEV LEAGUE

SPONSORSHIP PACKAGE

# 2021

**WEBSITE:**

<http://appdevleague.org/>

**INFO:**

<https://linktr.ee/AppDevLeague>

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Sunnyvale, CA  
[contact@appdevleague.org](mailto:contact@appdevleague.org)  
408.431.6300

# WHO WE ARE

Founded in 2019 by Krish Maniar, App Dev League is a student-run **501(c)(3) non-profit** that is devoted to bringing emerging **Computer Science technologies** (specifically Application Development) opportunities to underprivileged students (Title I schools) and **underrepresented demographics** (women, black/latino, non-binary, etc..) in grades 6-12. Our hands-on, project-oriented curriculum allows students to see their work and feel accomplished about their skills they develop at App Dev League. We also spearhead a variety of initiatives such as our custom Teaching App, Education Weeks, and Competitive Events.



30+ Schools &  
Partners



1500+ Student  
Members



25+ Team  
Members

## OUR MISSION

We strive to open the world of application development to young students and in the long run, **increase diversity** in the technology workforce. With the content students learn, they will have the potential to **make an impact** in their communities through the **power of applications**, especially during the COVID pandemic.



# Our Initiatives

We hope to revolutionize the access to **Computer Science** education for underrepresented students. All our events and content is geared towards students who **lack the opportunities** to excel in **STEM careers** due to financial concerns or systemic issues they experience. From our **monthly events** that teach coding in a project-oriented manner to our **free teaching app**, our members will gain a solid understanding of Application Development regardless of their background. At ADL, we educate today's young generation around the world for not only a memorable experience, but also to empower them to be industry leaders.

## > Flagship Competitive Events

App Dev League hosts two competitive events throughout the year. The first is the ADL Appathon, which is the first ever Application Development Conference and Ideathon specifically for underrepresented high school students. The second is the AppDev Bowl, where students compete for prizes in teams of 3-4.

## > Teaching App

App Dev League is working towards launching an interactive and project-oriented teaching app for beginners. Students will learn about App Development and Artificial Intelligence through a series of interactive multiple choice questions, videos, as well as a gamified leveling-up system.

## > Monthly Workshops

App Dev League strives to offer monthly workshops, camps, and education weeks on emerging technology. These hands-on events are not only a great way for students to be introduced to a new concept, but also to apply it to a real-life project.



## OUR FLAGSHIP APPATHON CONFERENCE

This summer, **App Dev League** will be hosting its first **Appathon Conference**, which is the first Application Development literacy event for high schoolers. We expect **300-400 attendees**, and it will be conducted virtually through Zoom.

Take a look at our **schedule!**

### AUGUST 6

6:30 - 7:00: Opening Ceremony

7:00 - 8:00: Team formation

8:00 - 8:30: Workshop #1



### AUGUST 7

9:00 - 10:00: Keynote Speaker

10:00 - 10:30: Kahoot activity

10:30 - 11:00: Workshop #2

11:00 - 12:00: App Dev Panel

12:00 - 1:00: Lunch

1:00 - 1:30: Workshop #3

1:30 - 2:00: Workshop #4

2:00 - 3:00: Student Panel

3:00 - 4:00: Mentors Network

### AUGUST 8

9:00 - 10:00: Keynote Speaker

10:00 - 10:30: Workshop #5

10:30 - 11:00: Game Activity

11:00 - 12:00: Closing Ceremony



### EXPERT SPEAKERS

At the Appathon, we aim to provide a **comprehensive overview** of App Dev in different fields by incorporating professional speakers and student-led workshops'

### APP COMPETITION

We bring students of all backgrounds together to compete in our App Competition, where students present a 5-minute video, abstract, or prototype demo about an App that can benefit our world.

## LOOKING FORWARD TO 2021

We hope you can support us in our first **Appathon** this summer (2021)!



# Why become a sponsor?

By sponsoring the App Dev League, your company will not only have access to the **litany of benefits** outlined in our sponsorship package below, but it will allow your company to **empower** the upcoming generation of students to become tomorrow's **leaders** in STEM fields. Your company can help us make an impact on the next generation of computer science developers and entrepreneurs. Our 501(c)(3) nonprofit status also enables your contributions to be **tax-deductible**.

## SUPPORT UNDERREPRESENTED CHILDREN

ADL strives to support underprivileged demographics by introducing emerging technology to the next generation of students. Through a sponsorship with ADL, you can be the force that **encourages a young student to pursue their passions!**

## PROMOTE YOUR BUSINESS

Not only will you get a chance to support our events, but our package allows you to also broadcast your technology-related products and advertise your business to our young students!

**100%** of your contribution will be used towards our **operational costs** for events, programs designed for **unprivileged children**, and **marketing/outreach** activities.



# We thank you for your interest!

Sponsorship Tiers	Bronze Supporter	Silver Advocate	Gold Leader	Platinum Champion
Amount (per year)	\$500	\$1000	\$3000	\$5000

## GENERAL

Listed as ADL Sponsor	X	X	X	X
Social Media Posts	X	X	X	X
Hold workshops		X	X	X
Swag material			X	X

## EVENTS

1 Product Demo	X	X	X	X
1 Representative		X	X	X
1 Announcement		X	X	X
3 Custom Awards			X	X
Keynote Presentation			X	X
Chief Sponsor of Any Event				X

All offers listed above are **negotiable**. Please do not hesitate to contact us through email!





# JOIN US TO MAKE AN IMPACT



You can sign up at this form:  
<http://tiny.cc/sponsorADL> or  
send us an email at  
[contact@appdevleague.org](mailto:contact@appdevleague.org).  
We can also set up a phone  
call to discuss further details.